

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (original): A method for determining a relevancy  
2 of an ad to a request, the method comprising:  
3 a) accepting geolocation information associated with  
4 the request;  
5 b) comparing the accepted geolocation information  
6 associated with the request with geolocation targeting  
7 information associated with the ad to generate a  
8 comparison; and  
9 c) determining the relevancy of the ad using at least  
10 the comparison,  
11 wherein the geolocation targeting information  
12 associated with the ad is defined by at least one  
13 geographic reference point.

1 Claim 2 (original): The method of claim 1 wherein the  
2 request further includes search terms, and  
3 wherein the act of determining the relevancy of the ad  
4 further uses a comparison of keyword targeting associated  
5 with the ad and the search terms.

1 Claim 3 (original): The method of claim 1 wherein the  
2 request further includes document relevance information,  
3 and  
4 wherein the act of determining the relevancy of the ad  
5 further uses a comparison of ad relevance information and  
6 the document relevance information.

1 Claim 4 (original): The method of claim 1 wherein the  
2 geolocation targeting information corresponds to a circular

3 area having a radius about a specified geographic reference  
4 point.

1 Claim 5 (original): The method of claim 1 wherein the  
2 geolocation targeting information corresponds to an area  
3 defined by at least three geographic reference points.

1 Claim 6 (original): The method of claim 5 wherein the area  
2 defined by at least three geographic reference points is a  
3 polygon.

1 Claim 7 (currently amended): The A method of claim 1  
2 further for determining a score of an ad, the method  
3 comprising:  
4 a) ~~accepting geolocation information associated with~~  
5 ~~a request;~~  
6 db) determining whether the ad has geolocation price  
7 information corresponding to the geolocation  
8 information accepted; and  
9 ee) if it is determined that the ad has geolocation  
10 price information corresponding to the geolocation  
11 information accepted, then determining a the score  
12 using at least the geolocation price information,  
13 ~~wherein the geolocation price information~~  
14 ~~associated with the ad corresponds to an area defined by at~~  
15 ~~least one geographic reference point.~~

1 Claim 8 (original): The method of claim 7 wherein the area  
2 includes a circular area having a radius about a specified  
3 geographic reference point.

1 Claim 9 (original): The method of claim 7 wherein the area  
2 includes an area defined by at least three geographic  
3 reference points.

1 Claim 10 (original): The method of claim 9 wherein the  
2 area defined by at least three geographic reference points  
3 is a polygon.

1 Claim 11 (original): A method for determining a score of  
2 an ad with respect to a request, the method comprising:  
3 a) accepting geolocation information associated with  
4 the request;  
5 b) comparing the accepted geolocation information  
6 associated with the request with geolocation targeting  
7 information associated with the ad to generate a  
8 comparison; and  
9 c) determining the score of the ad using at least the  
10 comparison,  
11 wherein the geolocation information is a zip code  
12 included in the request.

1 Claim 12 (original): The method of claim 11 wherein the  
2 request is a search query.

1 Claim 13 (original): A method for determining a score of  
2 an ad with respect to a request, the method comprising:  
3 a) accepting geolocation information associated with  
4 the request;  
5 b) comparing the accepted geolocation information  
6 associated with the request with geolocation targeting  
7 information associated with the ad to generate a  
8 comparison; and

9 c) determining the score of the ad using at least the  
10 comparison,  
11 wherein the geolocation information is at least  
12 one of a city name, a state name, a region name, and a  
13 country name, included in the request.

1 Claim 14 (original): The method of claim 13 wherein the  
2 request is a search query.

1 Claim 15 (original): Apparatus for determining a relevancy  
2 of an ad to a request, the apparatus comprising:  
3 a) means for accepting geolocation information  
4 associated with the request;  
5 b) means for comparing the accepted geolocation  
6 information associated with the request with  
7 geolocation targeting information associated with the  
8 ad to generate a comparison; and  
9 c) means for determining the relevancy of the ad  
10 using at least the comparison,  
11 wherein the geolocation targeting information  
12 associated with the ad is defined by at least one  
13 geographic reference point.

1 Claim 16 (original): The apparatus of claim 15 wherein the  
2 request further includes search terms, and  
3 wherein the means for determining the relevancy of the  
4 ad further use a comparison of keyword targeting associated  
5 with the ad and the search terms.

1 Claim 17 (original): The apparatus of claim 15 wherein the  
2 request further includes document relevance information,  
3 and

4 wherein the means for determining the relevancy of the  
5 ad further use a comparison of ad relevance information and  
6 the document relevance information.

1 Claim 18 (original): The apparatus of claim 15 wherein the  
2 geolocation targeting information corresponds to a circular  
3 area having a radius about a specified geographic reference  
4 point.

1 Claim 19 (original): The apparatus of claim 15 wherein the  
2 geolocation targeting information corresponds to an area  
3 defined by at least three geographic reference points.

1 Claim 20 (original): The apparatus of claim 19 wherein the  
2 area defined by at least three geographic reference points  
3 is a polygon.

1 Claim 21 (currently amended): ~~The Apparatus for~~  
2 ~~determining a score of an ad, the apparatus of claim 15~~  
3 ~~further comprising:~~  
4 ~~a) means for accepting geolocation information~~  
5 ~~associated with a request;~~  
6 ~~db) means for determining whether the ad has~~  
7 ~~geolocation price information corresponding to the~~  
8 ~~geolocation information accepted; and~~  
9 ~~ee) means for determining a the score using at least~~  
10 ~~the geolocation price information if it is determined~~  
11 ~~that the ad has geolocation price information~~  
12 ~~corresponding to the geolocation information accepted;~~  
13 ~~wherein the geolocation price information~~  
14 ~~associated with the ad corresponds to an area defined by at~~  
15 ~~least one geographic reference point.~~

1 Claim 22 (original): The apparatus of claim 21 wherein the  
2 area includes a circular area having a radius about a  
3 specified geographic reference point.

1 Claim 23 (original): The apparatus of claim 21 wherein the  
2 area includes an area defined by at least three geographic  
3 reference points.

1 Claim 24 (original): The apparatus of claim 23 wherein the  
2 area defined by at least three geographic reference points  
3 is a polygon.

1 Claim 25 (original): Apparatus for determining a score of  
2 an ad with respect to a request, the apparatus comprising:  
3 a) means for accepting geolocation information  
4 associated with the request;  
5 b) means for comparing the accepted geolocation  
6 information associated with the request with  
7 geolocation targeting information associated with the  
8 ad to generate a comparison; and  
9 c) means for determining the score of the ad using at  
10 least the comparison,  
11 wherein the geolocation information is a zip code  
12 included in the request.

1 Claim 26 (original): The apparatus of claim 25 wherein the  
2 request is a search query.

1 Claim 27 (original): Apparatus for determining a score of  
2 an ad with respect to a request, the apparatus comprising:

3       a) means for accepting geolocation information  
4       associated with the request;  
5       b) means for comparing the accepted geolocation  
6       information associated with the request with  
7       geolocation targeting information associated with the  
8       ad to generate a comparison; and  
9       c) means for determining the score of the ad using at  
10      least the comparison,  
11      wherein the geolocation information is at least  
12      one of a city name, a state name, a region name, and a  
13      country name, included in the request.

1      Claim 28 (original): The apparatus of claim 27 wherein the  
2      request is a search query.